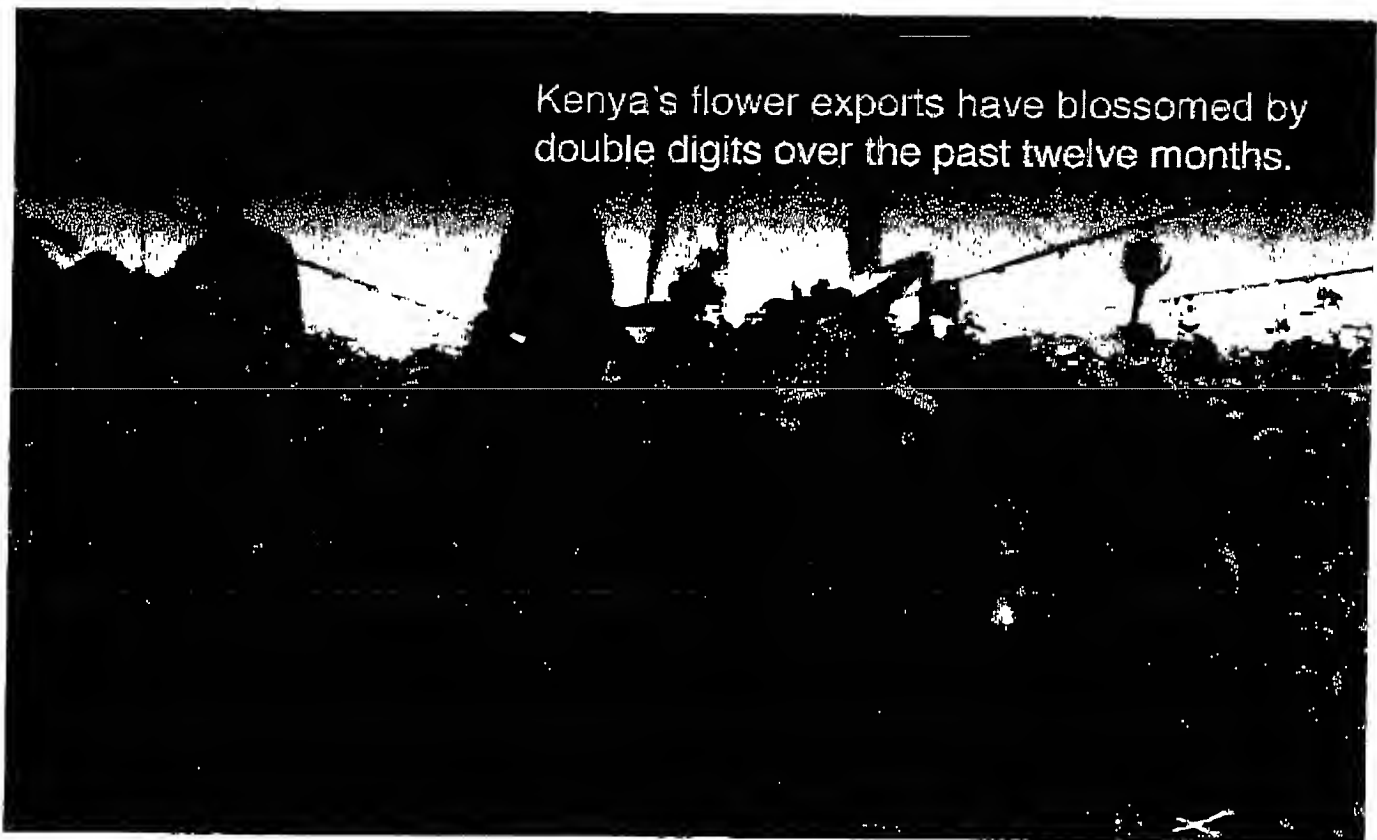


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Kenya's flower exports have blossomed by
double digits over the past twelve months.



NSD/CES, JICA, 11/4/2011

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- Flower shipments have risen 10 percent to 24,251 tons over the past 12 months. Earnings also climbed 10 percent to Sh7.7 billion (\$91.6 million) over the same period. The growth signals the beginning of a positive trend for the rest of 2011.
- The growth in Kenya's flower industry is largely driven by increased demand in Europe. Kenyan flowers account for 35 percent of all flower sales in Europe.
- The flower industry is expecting this strong growth to continue through the year, said Kenya Flower Council CEO Jane Ngige. "Most of the sales are secured in the Euro, which means that returns have been favorable."

Source: Bloomberg

Source: Business Daily Africa



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